

TWITTER BIO CHECKLIST

Leverage your Twitter bio for better connections and interactions with your audience.

Following this checklist will help you easily mark off some of the most important aspects of your Twitter bio. With that said, let's jump into the checklist.

Align your Twitter bio to describe the content you share

- Use phrases or keywords that allude to the topics that interest you
- Allow potential followers to get a glimpse of what type of tweets you will be sharing
- This allows users with similar interests to connect with you

Highlight your area(s) of expertise

- Mention what you are good at
- Don't use phrases like "Guru", "Ninja", or "Rockstar" (unless you are in major band)
- Mentioning your skills allows people to understand what you are good at and how you can possibly help them

- Use hashtags in your bio**
 - Consider turning your skills or topics into hashtags in order to help get picked up in search when someone searches for those particular hashtags

- Cross promote other Twitter accounts**
 - If it makes sense, mention your employer, side-hustle project, or other associated Twitter accounts to help promote them

- Include personal interests in your Twitter bio**
 - Make mention of 1-3 of your personal interests
 - These can be hobbies, activities, charities, causes, etc.

- Add emojis to your bio**
 - Find an emoji or two and use it in your bio to help stand out from the crowd
 - Use a site like <https://www.emojibase.com/> to find emojis

HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address chris@bulk.ly to let me know what you think of this checklist



2

Follow Bulkly on Twitter where I share helpful content on SEO, social media and inbound marketing.



3

Pat yourself on the back. You now know some of the important tips when setting up your social media strategy.

